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Nota di contenuto	1. Marketing, Ideology and an Excess of Reflex 2. Social Constructionism and a Funny Turn for Marketing Thought 3. All Together Now: What is Marketing? 4. Marketing in a World of Mediated Communication 5. Marketing's Death, Rebirth and Resurrection 6. Tell me George, Where did it all go Wrong? 7. Marketing and Social Construction: Knowledge, Critique and Research in Marketing
Sommario/riassunto	Presents a social-constructionist critique of popular approaches to teaching, theorising and writing about marketing. Drawing on a range of European and North American studies, this book suggests a broadened theoretical scope and renewed critical agenda for research, theory and teaching in marketing.